

LATE

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha,

Hello, my name is Lohe Kaawaloa. I am a student at Pahoa high school and a member of REAL; a youth led movement exposing the truth about big tobacco. I am in strong support of SB 652 that addresses tobacco displays.

I feel that tobacco ads should be taken down because I don't believe that youth should be targeted. I don't want the generations after me to be influenced by these products. I don't want my little cousins to see these products/ads at their eye level and think that these things are good for them. By having these items- ads/products at their eye level it is making the impression that these items are for them. I do not want my cousins to grow up and try using these products. I have had too many people in my family pass away because of tobacco and these ads are not making it any better. These advertisements and products are targeting youth, making it appear that it is alright to smoke.

I strongly believe SB 652 accomplishes some of what needs to be done to protect our youth.

Thank you,

Lohe Kaawaloa
Pahoa, Hawaii

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Hi.

My name is Maria Johnston Gallo, and I attend Konawaena High School and am involved with REAL. Please join us in supporting SB 652 to get all tobacco products behind the counters and out of reach of minors.

As well as this reducing if not eliminating minors from being able to walk out of a store with tobacco products taken illegally, it will also greatly reduce little children being attracted to the tobacco products placed next to the brightly colored candy items. Every outcome of this bill in return helps us have a safer and healthier Hawaii and a generation of healthy children without as much temptation to smoke as the youth in earlier generations had. So, please support this bill with us and support a healthy Hawaii and a healthy generation of young people. We want this!!

Thank you very much,

Maria Johnston Gallo
mariastarthestar@gmail.com
Holualoa, Hawaii 96725

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Committee,

My name is Adriana Hernandez-Rubio. I am involved in REAL and I attend Konawaena High School. I would like to say that I am very much in support of the SB652.

This bill will get all tobacco products behind the counters and out of the reach of children and minors. I think that this will reduce the chances of youth being able to just grab the products and walk out of the stores. I think it will also reduce curiosity for children because of all the colors they put into the visual of the product because if they don't see it they are not going to think about it otherwise known as O.S.O.M. (Out of Sight and O of Mind).

I think that this bill should be passed because there are no negative sides to this issue. Everything about this bill will lead to a much healthier happy environment in Hawaii and a new change for the generations to come. I think we should all support this bill so it will lead to a better healthier future for everyone in Hawaii.

Thank You.

Adriana Noemi Hernandez-Rubio
anairda6270@yahoo.com

Captain Cook, Hawaii 96704

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Members, Senate Committee on Commerce & Consumer Protection

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Aloha Senators:

My name is Che Sabol. I am a Registered Voter residing in Honolulu, Hawaii. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SB 652.

I think it's extremely important to make a change now to storefront tobacco marketing which include the display of tobacco products. Youth and young adults are influenced by this form or marketing more now than before and tobacco companies entice them through their advertising. It's proved through research that youth and young adults are more susceptible to using tobacco due to marketing tactics. Being exposed to tobacco products makes youth curious about these products that look very similar to candy.

As a father and role model to my 9 year old daughter I want to protect her from tobacco marketing. I am also a counselor for education with teens and families. The young generations of Hawaii are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SB 652 shows that you as elected officials have a commitment to stand-up for our younger generations** and protect us from a powerful and cold-hearted tobacco industry.

Mahalo for your support of SB 652.

Che Sabol
Honolulu, Hawaii
REAL

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
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Dear Legislators:

My name is Grady Sullivan. I am from Pahoia on the island of Hawaii. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SB 652.

I think it's fair to say that most people in Hawaii know that smoking tobacco is the main cause of lung cancer and several other preventable diseases. **BUT what most people don't realize is that one of the major contributors to getting people to use tobacco is tobacco marketing.** Actually tobacco advertising is more powerful on youth tobacco use than peer pressure and being exposing to parental smoking. **Still we continue to allow this form of marketing to be legal in our local stores where youth and small children cannot escape their view.**

Most times cigarettes are being kept behind the counter but all the Other Tobacco Products, many of which are candy flavored, are easily accessible and located right near the candy.

The young generations of Hawaii are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SB 652 shows that you as elected officials have a commitment to stand-up for our younger generations** and protect us from a powerful and cold-hearted tobacco industry.

Mahalo for your support for SB 652.

Grady Sullivan
Pahoia, Hawaii
REAL

February 19th, 2013

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Aloha.

My name is Jennifer Ray. I am a resident of Kaua'i and a registered voter in Hawaii. I am writing to express my support for SB 652, which concerns tobacco products and the displays and placement of these products in local establishments.

In 2009 REAL released the Tobacco and Alcohol Advertising Survey (TAAS). For the survey, REAL's youth members collected information about the placement of tobacco products in stores throughout the state of Hawai'i. A significant amount of stores also had tobacco products near the products that youth shop for in our local stores like chips, ice cream, candy, and toys. Ubiquitous displays of tobacco in our communities impacts our perceptions of smoking, making it seem normal and more prevalent than it actually is. SB 652 would be a step toward addressing this issue -- a step that is long overdue.

REAL and many other community organizations have worked tirelessly in all aspects of tobacco prevention and their efforts need to be backed by fact-based, proactive legislation such as SB 652. Please support SB 652 so that we can get all tobacco products out of the reach of our keiki, so that the only thing they see when wandering about the corner store isn't a slew of tobacco products. Our communities will be healthier in the long run:

Mahalo,

Jennifer Ray
Kaua'i

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Hello,

My name is Joselyn Olinares. I am a senior at Kealakehe High School in Kailua Kona, Hawaii. I am a daughter of parents who smoke cigarettes. I am writing this testimony because I strongly believe in SB 652 and hope you will support it too.

I believe that ALL tobacco products should be placed out of sight and way behind the counter of stores because I know first hand that kids see those products and are tricked into thinking that those products are "cool" and "interesting". I use to think the same thing growing up, fortunately I stayed away but that's not the case for all kids who see those products. I believe if we pass this bill we will be saving the lives of the future generations. I strongly believe in this bill and support it. I hope you do the same.

Sincerely,
Joselyn Olinares

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Re: **Strong Support for SB 652, Relating to Health**
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February 19th, 2013

Dear Legislators,

My name is Kahvi Naholowaa and I live in Honolulu. I am part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry.

I would like to voice my support for SB 652 which addresses tobacco displays and marketing in Hawaii. This bill would help to reduce storefront marketing and promotion for tobacco which would especially impact lower income neighborhoods where this is happening a lot.

I strongly believe that tobacco companies specifically organize advertising to target young people in lower income communities. Overall this bill will help to create safer communities for young people. It's time for that to happen.

Mahalo for the opportunity to submit testimony.

Kahvi Naholowaa
Honolulu

February 19th, 2013

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Dear Senators,

Hi my name is Mana Maglinti and I am a graduate of Kalaheo High School. I am a member of the REAL program and I am really in support of SB 652.

Two years ago I was really disappointed that the resolution (SCR 60) did not pass but am relieved that an actual bill for a law was introduced this year to address storefront tobacco marketing. See it's a problem that the people of Hawaii have to be subjected to look at horrible tobacco ads in our local communities. I have two little brothers and I know that they see them everyday.

REAL has done some research about just how much of this advertising there is in Hawaii. Other researchers have also found that exposure to tobacco ads had more influence on youth becoming smokers than peer pressure and parents smoking. Also think about if someone is a smoker and trying to quit, having to see tobacco ads is going to make them want to buy tobacco.

I also want you to know that my dad suffered two heart attacks and my mom had cancer related to smoking so this is very personal for me. Something needs to be done to prevent people from ever using tobacco. I'm asking you to help by passing SB 652.

Sincerely,

Mana Maglinti

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Dear Senators,

I am Mark Eric Marquez, I live on the Big Island and I go to Konawaena High School. My purpose for writing to you now is to tell you I am in strong support of SB 652 that would move Other tobacco products (OTPs) behind the counter at stores.

OTPs look like candy and gums products. They are often placed right next to the candies near the check out and within kids reach.

The fact is tobacco industries purposely make OTPs look appealing to young kids. Therefore, today's youth are more susceptible to this type of tobacco product. Having OTPs and marketing for tobacco products out of site of youth will keep tobacco use out of mind and would reduce the consumption of tobacco by minors.

It would be valuable to youth like me to be able to go to the store and not be tempted or persuaded by such products. Please support SB 652.

I thank you for your time and consideration.

Sincerely,
Mark Eric Marquez

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Dear Legislators:

Aloha. My name is Mikiala Johnson. I'm from Wailua, Kaua'i. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I support SB 652.

Looking at the premise of SB 652, I think it is appropriate to say that the negative impact of tobacco product placement and advertising is now known. However, what I'm sure most people realize is that tobacco advertising is more powerful on our youth today than being exposed to parental smoking and peer pressure. We cannot continue to allow companies like Phillip Morris to proceed with their "intrusive visibility" methods of marketing.

Though most of our local stores keep cigarettes behind counters and away from keiki reach, they neglect the Other Tobacco Products (OTPs). Many of these are not only candy flavored, but have packaging and colors that of which match the candy displays they are often placed near.

Our younger generations of Hawaii are considered as nothing more than "replacement smokers" and are being targeted by the tobacco industry to keep Big Tobacco profits strong. Supporting SB 652 shows that you, as elected officials, pledge to stand-up for our younger generations and do your part in protecting us from the manipulating ways of the tobacco industry.

Mahalo for supporting SB 652.

Mikiala Johnson
Wailua, Kauai
REAL

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Aloha Committee:

My name is Monica Medrano and I am 19 years old graduate of Baldwin High School. Though I am away for college on the mainland this year, I needed to take the time to let you know that I'm in strong support of SB 652 relating to tobacco displays.

I have been involved with REAL-Hawaii's youth movement exposing the tobacco industry for close to five years now and in those 5 years Hawaii has made many positive changes including the statewide Smoke-free Work Places Law, Smoke-free beaches & parks on Big Island, and tax increases on tobacco products to make them less affordable for youth. But still every time I walk into a store that sells tobacco I immediately notice tons of tobacco ads and products put in places where you can't avoid having to look at them. In some cases the tobacco ads and products are located near candy, chips, and toys or at a height of 3 feet or less which is right at the eye level of kids under 6 years old.

This type of advertising creates a buzz about tobacco brands and the many new tobacco products that, in my opinion, are being targeted at my generation. This form of advertising also normalizes tobacco use by everyone in our community, from youths to elders. I can't help but ask why is it legal.

It's important for me to tell you as a young person that advertising works or else companies would not spend so much money (*more than \$33.5 million a year in Hawaii each year*) and effort on placing it in our communities. As long as this form of aggressive promotion is allowed in our communities we will never completely be able to prevent youth from becoming addicted tobacco users or truly create an environment that supports smokers who are trying to quit.

By supporting SB 652 you are showing your commitment to protecting Hawaii's youth, and all residents of Hawaii, from the aggressive targeting by the tobacco industry. We are asking you to do this for us as youth.

Mahalo,

Monica Medrano
Kahului, Hawaii
REAL Member and Former Statewide Leader
Current Student at UNLV

February 19th, 2013

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Re: **Strong Support for SB 652, Relating to Health**
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Dear Committee,

I'm Moshammed (Sunny) Islam. I'm a high school student from Honolulu, Hawaii. I'm involved with a tobacco prevention youth-led movement called REAL. I support SB 652 that helps to reduce tobacco products and ads from being in-site of children including the placement of these products right at cash registers.

Many of the products that are still available for reach by youth in our stores are Other Tobacco Products (OTPs). They may seem less harmful but they are just as bad as smoking cigarettes. OTPs are flavored, colorful, and many are in compact containers which are usually placed by the register or candy where youth can't avoid seeing them when shopping in a store. These products can easily catch the eye of youth and young adults and are easily stolen.

Placing these products behind counters will lower the risk of youth stealing and using them. Reducing the amount and location for all tobacco and it's marketing will also reduce the number of youth who ever start to use tobacco in Hawaii.

I urge you to support this bill. Your decision can truly make a big influence on my generation and generations to come.

Thank you,
Sunny Islam
Honolulu, HI

February 19th, 2013

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Aloha,

Hello, my name is Terrance Rapoza. I am a voter in Hawaii. I am in strong support of SB 652 that addresses tobacco displays.

Tobacco advertisements and sale displays are sending subliminal messages to our children and our community. These ads are placed at the eye level of children. My children see these ads and are being heavily targeted by these companies. By allowing our children to be constantly bombarded with intrusive ads we are normalizing this product and saying to our children it is ok.

The tobacco company strategically place advertisements at the checkout counter so that all can easily view it including children. Ads are frequently found near youth friendly products like chips, soda, and other snacks. These products are also easily accessible which would allow youth the ability to easily steal it, even though they are unable to purchase these products in the hopes of getting them hooked.

We need to assure that our youth and community reflects that we value each other as people. By allowing these deadly products to be displayed in our communities that does not align with showing value to our people and community, however instead reflecting profits take priority over people.

We need to step up as a community and take the steps to get tobacco ads and products out of the sight. I strongly believe SB 652 accomplishes some of what needs to be done to protect our kids.

Research says that if we do this it will keep tobacco out of the minds of our young people ultimately reducing the number of young people who take up tobacco use and become lifelong customers of the tobacco industry.

I ask that you please support this measure to ensure that Hawaii maintains a commitment to protecting our kids against aggressive targeting by the tobacco industry through storefront tobacco marketing.

Thank you,

Terrance Rapoza
Kurtistown, Hawaii

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Re: **Strong Support for SB 652, Relating to Health**
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Dear Legislators:

My name is Stephanie Franklin, and I work as Maui's Island Coordinator for REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am writing in strong support of SB 652 relating to the display of tobacco in our local stores.

Tobacco companies spend \$33.5 million annually in Hawaii alone to promote their deadly, addictive product, and we know that their advertising works. In Hawaii, the most heavily advertised cigarette brands are also the same brands that are most frequently smoked by Hawaii's youth. Numerous tobacco products are placed at the at the point of sale near the cash register, and some products are even displayed at the eye-level of children. All of these techniques are used to recruit new tobacco users, some of which will be youth.

By eliminating self-service tobacco displays and there will be a reduction in youth access to tobacco, including a reduction in the amount of youth who will decide to start using tobacco. By reducing tobacco use, less people will be subjected to the horrible health effects associated with using this product. This also in turn can help save the state money on health costs.

Please help make Hawaii a safe and healthy place for our youth. Please support SB 652 and help reduce the display and advertising of tobacco.

Sincerely,
Stephanie Franklin
REAL: Hawaii Youth Movement Exposing the Tobacco Industry
Wailuku, Hawaii

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Re: **Strong Support for SB 652, Relating to Health**
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February 19th, 2013

Dear Legislators,

I am Aquilena Hamilton. I live in Kailua-Kona on the Big Island of Hawaii where I go to Kealahou High School. I am also apart of REAL Hawaii. I am writing in strong support of SB 652.

I believe that tobacco products should be placed behind counters because it would stop people who are underage from stealing the products. It would also stop them from seeing them constantly and being influenced by their presence. Overall it would make for a better shopping experience for nonsmokers. Also placing tobacco products behind counters will in theory lessen the impulse and unneeded purchases of these products especially by people who are trying to quit tobacco.

Thank you for your consideration.

Aquilena Hamilton
Kailua-Kona

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Aloha.

My name is Xitlaly Sierra. I am involved with REAL and I attend Konawaena High School. Please join us in supporting SB 652 to make sure all tobacco products are placed behind the counters and out of reach of adolescents.

This will reduce or eliminate adolescents from walking out of the store with tobacco products taken illegally. It will also decrease the curiosity of the brightly colored OTP's near the candy in children's reach. There is not a single reason that this bill should be laid to rest. Every outcome affects Hawaii to become a safer, cleaner and healthier also the younger generation won't have the temptations to smoke just as many youth legal or non-legally.

Again please support this bill and support a much more safer and healthier Hawaii and a non-smoking generation of youth. This what we really want!!

Thank you very much.
Xitlaly Elizabeth Sierra Velazquez
Sierra.ella6@gmail.com
Kailua-Kona, Hawaii 96740

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Re: **Strong Support for SB 652, Relating to Health**
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Dear Committee,

I am writing this letter as a statement that I support SB 652. I feel strongly that all tobacco & cigarette products should be placed behind a counter in an inaccessible area.

Thank you for your time.

Amanda Castaldo
'ULU Assistant Manager
Four Seasons Resort Hualalai
72-100 Ka'upulehu Drive
Kailua Kona, HI 96740

voice: (808) 325-8338
fax: (808) 325-8383
cell: (808) 895-5540
email: amanda.castaldo@fourseasons.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
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Dear Senators:

My name is Abrahm Arkin. I am in strong support of SB 652 Relating to Health.

Currently Other Tobacco Products (OTPs), flavored cigarillos and snus, are within reach of youth. They are not treated like traditional cigarettes and are often just single items that are easily stolen. With such easy access for youth, and colorful packaging targeted towards youth, these products are a gateway to youth experimenting with tobacco. This bill would help get these OTPs behind the counter and out of the reach of youth. With just a simple move of these products, we can help protect the youth and young adults of Hawaii for years to come.

I also strongly support an age restriction on e-cigarettes. Currently there are no age restrictions on this hazardous product. With no age restrictions currently in place, there is a potential for youth to purchase and use this product. E-cigarettes do have Nicotine, an addictive substance. Supporting an age restriction would restrict youth access to these products and decrease the use of nicotine by youth. Ultimately reducing the number of people who become addicted to nicotine will reduce health problems and keep many generations of Hawaii's people safe.

So I ask for your support of SB 652 to protect our keiki from becoming tobacco and nicotine users.

Sincerely yours,
Abrahm Isaiah Arkin
Kona, Hawaii

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Re: **Strong Support for SB 652, Relating to Health**
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Aloha,

Hello, my name is Jadeen Orton. I am a student at Pahoa high school and a member of REAL; a youth led movement exposing the truth about big tobacco. I am in strong support of SB 652 that addresses tobacco displays.

I feel that tobacco ads in our local stores need to be removed, because my little nephew and nieces go into the stores and they see these ads. One time I walked in the store with them and there was Santa Clause on the window and below it there was a tobacco ad. This is terrible because what type of message is it sending to our young children. I don't want to see these little ones growing up and smoking. These ads are heavily targeting them and this is not ok. As a community we need to do something about it.

I believe that we need to do something about these e-cigarettes. I was in the mall walking and a salesman (with the e-cigs) just walked up to me asking me if we smoke and started to show up all the products. Though I informed this guy I do not smoke he continued to attempt to sell me these products. I am not of age to even purchase tobacco products so it's crazy that we don't have an age restriction on the sale of e-cigarettes! I am also worried about this happening to other youth.

I strongly believe SB 652 accomplishes some of what needs to be done to protect our youth.

Thank you,

Jadeen Orton
Pahoa, Hawaii

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Aloha.

My name is Michelle Magdirila and I am a registered voter in Hawaii as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of SB 652 which removes self-service tobacco displays.

According to TAAS (Tobacco and Alcohol Advertising Survey) from 2009 which I participated in, 97% of stores surveyed in Hawaii had tobacco products at the point-of-sale, 90% of stores had tobacco ads at the point-of-sale, and 44% of stores had OTPs (Other Tobacco Products like snus, skoal, and cigarillos) at the point-of-sale. Tobacco companies know that by having storeowners place products at the point-of-sale they will attract customers, especially people who may be trying to quit because it's an addiction of course so when they see it it's a temptation to buy it.

Being with REAL I have been able to educate other youth about this issue and help raise awareness of what the tobacco industry is doing in our communities. **I have personal experience of having dealt with a tobacco company marketing representative who would come into the store I worked at and would tell me where I should place the tobacco products.** I know these companies are out there in our communities trying to get new youth customers to replace the smokers who pass away every year, and **this has to stop.**

This bill would get all tobacco products located behind the checkout counter where they are out of the reach of youth and less tempting for people who may be trying to quit. Other Tobacco Products (OTPs) are a huge problem. They are just as dangerous as cigarettes. Some of them are even "fruit" flavored and look like popular candy. When placed next to candy at the check-out, you can't even tell the difference.

Regarding E-cigarettes, I strongly believe there needs to be an age restriction of at least 18 years old to purchase and sample e-cigarettes because there is nicotine in them and we don't know the long term effects of using these products therefore youth should be protected from even trying them as kids. I also believe these should only be available in specialty stores where other tobacco products are sold....NOT in the middle of malls where youth shop and go to hand out. Having these products so visible sends the wrong impression that they are proven to help people quit smoking (which is not proven scientifically). Also these e-cigs look like any other electronic toy that youth like to mess with these days.

When I have visited a e-cig kiosk at the mall I was told that it "wasn't a chemical, just vapor". I think this is false advertising since there definitely has be something to make them appear to smoke the way they do. Also the people at the mall selling them were blowing the vapor smoke right in the face of me and others walking by. I just don't believe this should be legal in Hawaii.

I urge you to support this bill. Passing it shows your commitment to protect my generation and my young siblings and cousins from the aggressive targeting by the tobacco industry through storefront tobacco promotion.

Mahalo for your consideration,

Michelle Magdirila
Kaunakakai, Molokai

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Aloha Chairs and Committee Members:

My name is Melissa Chong and I'm from Hilo. I am a young adult advocate with REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I have been involved in tobacco control at the local, state, and national levels for more 6 years now and feel a strong commitment to telling the truth about what I see tobacco companies doing here in Hawaii and throughout the world.

I am submitting this testimony in strong support of SB 652 that addresses the advertising and display of tobacco products in our local stores.

One of the last frontiers for tobacco companies to have direct influence in our communities is through their heavy advertising in our local stores. It is estimated by Campaign for Tobacco Free Kids in Washington, DC, that **the tobacco industry spends more than \$33.5 million a year on tobacco promotion in Hawaii** alone, not just to keep their current customers but also to recruit new smokers from the younger generations. And research has shown again and again that **tobacco marketing has more power to influence youth to smoke than peer pressure or parental smoking.**

Tobacco companies directly influence the placement of their products and ads in areas that are highly visible to all customers, including children. REAL's statewide investigation of tobacco advertising in 2009 found that 44% of stores surveyed in Hawaii had tobacco products placed by the chips and candy and 62% had tobacco products at the eye sight of children (that's 3 ft or less).

Check-out points or "point-of-purchase" is another place where **tobacco ads and products are prominently displayed to entice impulse purchases** by smokers, tobacco users who are trying to quit, and new potential tobacco users who may become curious about the colorful packaging.

Also I do strongly believe there should be an age restriction for the purchase of e-cigarettes. Although they say it's sold to only 18 years old and up younger youth still are able to buy it. The e-cigarette is just as bad for you just like cigarettes so the claim that it's not harmful isn't true. With no age restrictions it's easier for their product to be sold and harm those who buy them and use them.

I have visited an e-cigarette kiosk at Ala Moana Shopping Center. I was told information that I do not believe is true from the sales person including that this product is a safe alternative to smoking cigarettes, that there are no chemicals in this product, and that it helps you quit smoking cigarettes. From what I have researched I do not think any of what he said is true.

I was also shocked at the e-cigarette packages which looked like Ed Hardy and Juicy Couture which are brands and designs that are very popular with young people. Also there were flavors

to pick from like cherry, vanilla, and other candy flavors. It made me think that these products are made to entice youth into to experimenting with nicotine.

I hope you will pass this measure to protect young people under 18 and those of us in our early twenties from targeting by untruthful companies. **Hawaii needs to move toward strong restrictions that limit the time, placement, and manner of tobacco products and ads that are consistent with the Family Smoking Prevention and Tobacco Control Act passed by congress and signed into law by President Obama in 2009. I believe that SB 652 does this and so I urge to you pass it. Doing so shows the commitment of Hawaii to support people in quitting tobacco and protects young people from ever starting.**

Mahalo for your support,

Melissa Chong
REAL
Hilo, Hawaii

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing: February 20th, 2013 at 9:30am; Room 229

Aloha,

Hello, my name is Melissa Rapoza. I am a voter in Hawaii and a representative of REAL: Hawaii youth-led movement exposing the tobacco industry. I am in strong support of SB 652 that addresses tobacco displays.

Tobacco advertisements and sale displays are bombarding our children. I have 3 small children and the product displays are at their eye-level of view. By allowing the tobacco companies to display their products and advertisements we are saying to our children that this product is ok and the norm.

The tobacco company works to make sure that their advertisements and their products are at the point-of-sale where everyone has to look at them while checking out, including our children. Often you can find tobacco products and ads right next to snack items like chips and candy which is where our children go to get snacks when we are in the store. Also this placement makes tobacco easily accessible for youth who may choose to steal it if they are unable to purchase it.

Youth Advocates with REAL have worked to educate others in their communities about tobacco advertising and how tobacco companies are targeting our youth. To allow these harmful products to be displayed and advertised for sale doesn't protect our youth from an industry that values profits over the well-being of people.

Also I strongly believe there should be minimum age of at least 18 years old (with proper ID presented prior to purchase) for these e-cigarettes in Hawaii. I also believe they should only be sold in specialty adult smoke shops that require you be at least 18 years old to enter. I believe this law will protect our children and will also prohibit the normalization of smoking especially towards youth. It may not be traditional cigarettes smoking but it's just another thing for our youth to become addicted to that is unhealthy.

I am an adult and have visited the e-cigarette kiosks. I witnessed youth under the age of 18 being offered the product to sample. No one was asked prior for their age or asked to show ID. I also witnessed a youth under 18 purchasing an e-cigarette product. The people who work at the kiosks openly use the product in the mall. It's for all these reasons that I believe we have to prohibit these products from being openly sold in places where youth go to socialize on a regular basis. I'm concerned that we are not protecting our youth from products that we have no idea of the long term health consequences of and are addictive.

It's time for Hawaii to take steps to get tobacco ads and products out of sight. I strongly believe SB 652 accomplishes some of what needs to be done to protect our kids.

Research says that if we do this it will keep tobacco out of the minds of our young people ultimately reducing the number of young people who take up tobacco use and become life long customers of the tobacco industry.

I ask that you please support this measure to ensure that Hawaii maintains a commitment to protecting our kids against aggressive targeting by the tobacco industry through storefront tobacco marketing.

Thank you,

Melissa Rapoza
Kurtistown, Hawaii

REAL: youth-led movement exposing the tobacco industry

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha Committee:

My name is Nicole Sutton and I am a registered voter in Hawaii, as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of SB 652 to restrict the placement of tobacco products in stores throughout Hawaii which includes Electronic Smoking Devices (also known as E-Cigarettes).

Campaign for Tobacco Free Kids in Washington, DC, estimates that **more than \$33.5 million is spent on tobacco advertising each year in Hawaii by the tobacco industry**, resulting in the placement of tobacco ads and special tobacco displays that we see everyday in our local community stores. **Research shows that young people are more sensitive to this form of tobacco marketing than adults and that exposure to ads is more powerful than peer pressure or parental smoking in influencing youth to use tobacco.** Results from Hawaii's Youth Tobacco Survey from 2007 revealed that **76.6% of high school students and 71.3% of middle school students reported seeing advertisements for tobacco in convenience stores, Mom-and-Pop stores, and gas stations.**

The Tobacco and Alcohol Advertising Survey (TAAS) conducted in 2009 by the University of Hawaii Cancer Center and School of Public Health found that **97% of stores surveyed throughout Hawaii had tobacco products at the point-of-purchase and 90% had tobacco ads at the point-of-purchase** where everyone shopping in the store must see them, including children. That same study also found that **62% of stores had tobacco products at the eye level of children (3 feet or less)** and 44% of stores surveyed had tobacco products placed near chips, candy, ice cream, or toys.

I am also in **very strong support of a minimum age of 18 years old for the sale of Electronic Smoking Devices and restriction on the display of these items.** As a professional in the area of youth tobacco prevention I have major concerns with the way these products are being marketed and the fact that youth can easily access them. I also believe that the act of puffing away on these products has a normalizing effect on young people and can increase the social acceptability of traditional cigarette smoking that we have worked so hard to counter in Hawaii. I do believe this measure is a step in the right direction to protect youth from addiction to nicotine from a young age. But I encourage you to look further at what you can do to keep these products out of the hands of Hawaii's youth such as requiring them to be sold in adult-only venues.

I ask you to please support this measure to **protect our kids from the aggressive targeting by the tobacco industry** through the intrusive visibility of tobacco products and easy access to tobacco products in our stores. Restricting the positioning of tobacco products helps to keep them out of the hands of youth and helps protect Hawaii's youth from direct targeting by tobacco companies.

Mahalo,

Nicole Sutton
Pearl City, Hawaii
REAL: Hawaii Youth Movement Exposing the Tobacco Industry

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Committee:

I am Makeda Morris. I am a leader in REAL, a youth-led anti-tobacco industry movement. I believe in SB 652 because it will move Other Tobacco Products (OTPs) behind counter leaving no self-service display of tobacco including e-cigarettes.

OTPs are often placed in reach of children or by products children often use, and are often designed in ways attractive to children. The current placement makes stealing these products easy as well as mistaking them for candy. Anyone under the age of 18 having access to these products is very dangerous because they are addictive and terrible for health. SB 652 will help address all the products that are so visible to kids in our stores. The only way to protect young people from becoming addicted to tobacco is to stop the heavy marketing of these products.

I also strongly support restrictions on the sale and display of e-cigarettes. I have visited the E-Cigarette Kiosk at Ala Moana Shopping Center to get more info on this product. I had a very odd experience. I was told by the sales person that the e-cig is better than traditional cigarettes for your health. He asked me how old I was and I responded that I'm not yet 18 years old and then he asked I would like to try to e-cig product at the booth. I was pretty shocked.

I think that these products should be sold only in specialty tobacco stores and there definitely should be a minimum age to purchase just like there is with traditional tobacco products. The fact is that we don't know the long term effects of these products: its not proven safe for the public but yet can be accessed by underage citizens and is being heavily marketed to us.

Please vote to pass the SB 652 for the protection of younger generations. We need it!

Thank you,
Makeda Morris
Honolulu, HI

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha Senators:

My name is Kerilee Erice and I am a young adult leader of REAL: Hawaii's youth-led movement against the tobacco industry. I am writing this testimony in very strong support of SB 652 relating to health.

Other Tobacco Products (OTPs) such as cigars and chew look a lot like candy and even include many flavors found in the popular candies. OTPs are the product for the new generation. Most grandpas and grandmas would most likely not be seen with these OTPs. But youth WILL want to try something that claims to taste good and makes their first experience with tobacco a good one. I strongly feel our generation is being used as guinea pigs for all these new tobacco products. No one knows the long-term health risks of them yet. And they are marketed to seem less harmful than regular cigarettes when they may actually be even more dangerous.

I am also in very strong support of restrictions on e-cigarettes. Currently, we do not have an age restriction on the sales of these electronic cigarettes, so basically a 10-year old could walk up to a kiosk or counter and buy these products. The e-cigarettes from a child's perspective is that it's just like a toy. Though it doesn't have any tobacco, it still contains an amount of nicotine, which is highly addictive. And there have been cases reported where children have died from accidentally ingesting the liquid contained in these e-cigarettes.

The e-cigarette is being marketed as a way for people who smoke to stop smoking because it has a smaller amount of nicotine than regular cigarettes, and it would supposedly ween a smoker of traditional cigarette use. But this has not been proven scientifically yet.

On Maui, the kiosk that sells e-cigarettes was placed in the busiest side of the mall right in front of a drop-in day care center for children and near an in-mall playground. This may have been intentional, but the reality is that children can easily go up to that kiosk from the playground centers and are being exposed to the act of smoking which impacts their ideas that this is totally ok. And most of the sales associates I've observed at the kiosk also smoked the e-cigarette while working, which gave off the impression that it is okay to be smoking in the mall because they fall through a "smoke-free" loophole in the existing smoke-free workplaces law.

None of these products are not treated the same as traditional cigarettes which for the most part are kept behind the counter. SB 652 would get these products out of the reach of youth.

Please consider this testimony in strong support of SB 652. We need your help to protect my generation from tobacco companies and nicotine addiction.

Mahalo,
Kerilee Erice
Maui

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

My name is Jennifer Pescador and I am a registered voter in Hawaii and have been a part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry since I was a teen. I strongly support SB 652 that addresses tobacco displays and includes e-cigarettes.

Studies have shown that the sale and display of tobacco actually gains new smokers and tobacco companies spend around \$33.5 million dollars to advertise tobacco every year, much of which is spent on tobacco promotion in our local community stores. This is a way that tobacco companies are able to make smoking seem to be normal, acceptable, and more prevalent than it actually is in reality. This impacts our young people's perceptions and ultimately influences their decision to start using tobacco more than peer pressure or seeing their parents smoke.

In 2009 REAL did a survey called TAAS, Tobacco and Alcohol Advertising Survey, where we collected information about the placement of tobacco ads and products in our stores here in Hawaii. **In just one store we found close to 300 tobacco ads, many of which were at the eye level of children (3 feet or under).** A significant amount of stores also had tobacco products and ads near the products that youth shop for in our local stores like chips, ice cream, candy, and toys.

I am also in strong favor of this bill because it will create a statewide minimum age requirement for the sale of e-cigarettes products in Hawaii and create restrictions on the placement of these products in the retail environment.

I believe these products are just another way of promoting rebelliousness among smokers to get around smoke-free laws that restrict traditional tobacco smoking in public place throughout Hawaii. Also I think it's a way to market addiction of nicotine to youth masked in a tech-friendly device that makes it seem completely harmless. The reality is we have no idea what the long-term health effects will be from using these untested and unregulated products.

All the kiosks for these products are located in the most busy areas of our malls: Ala Moana – near the stairs and entrance to the food court, Pearlridge – near the stairs, exit of the mall, bank machines, and the entrance from the old area to the new area of uptown mall, and Windward Mall is in the center of the main mall across from the escalators from the 2nd level. I also have sat and watched the aggressive targeting of youth and young adults by the sales people at these kiosks. There is no doubt in my mind that this is their target market. That is also obvious with the colorful packaging and numerous fruit flavors available. I also DO NOT believe the marketing for these products is truthful.

I would like to see you take SB 652 to the next level and either ban the sale of these products all together in Hawaii or require them to be sold in specialty tobacco shops where no one under the age of 18 years old is permitted.

Money is spent every year to educate youth about the harms of tobacco use and help the youth generation understand that we are being targeted BUT it's time that we ask ourselves **why aren't we doing more in a proactive way to protect our youth from the aggressive targeting of the tobacco industry that is notorious for putting their profits over the health and well-being of people.**

We need a serious commitment from you as elected officials to protect Hawaii's youth from this form of tobacco marketing that is rampant in our local communities.

Please support SB652 so that we can **get all tobacco products and e-cigarettes out of reach of kids.** Let's share the love with our youth and everyone in the state of Hawaii to show them how much we care about them.

Mahalo,

Jennifer Pescador
Kailua, Hawaii
REAL

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Committee:

My name is Elizabeth Heppe and I am the West Hawaii Island Youth Coordinator for REAL. I am writing this letter in strong support for SB 642.

There are many possible benefits to having all tobacco products be placed out of sight and out of reach of anyone and everyone that frequents Hawaii stores. Children will no longer mistake any tobacco products for candy or toys. Minors will not have the temptation nor the ability to try and buy or steal the products. Having all tobacco products behind the counters and out of sight keeps them out of mind and in return helps Hawaii become a healthier place.

I also support strong restrictions on the sale and display of e-cigarettes. Due to the lack of information known about electronic cigarettes and the harmful effects it may have on ones health, I see it only fit that we protect our youth from something that could potentially be detrimental to their health. Supporting an age restriction for e-cigarettes will lessen the already heavy burden placed on today's youth to entice them to experiment with tobacco and nicotine products that are addictive.

I cannot think of a single thing that makes this bill undesirable to anyone with the best interest of Hawaii at heart. Please support this bill and support our youth and the health of Hawaii and those of us that live here.

Sincerely,
Elizabeth Heppe
West Hawaii Island Youth Coordinator for REAL
lizheppe@yahoo.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Legislators,

My name is Loren Amaral and I am from Volcano, Hawaii. I am in strong support of SB 642 relating to health.

I would like for the Other Tobacco Products (OTP's) to be placed behind the counter instead of available within reach at most checkouts. There's no doubt in my mind that OTPs are targeted at younger kids because of the colors, flavors, and where they are located in stores: usually right near the candy and gum at check-out. With OTPs so accessible it gives kids the chance to steal them and be tempted to pick them up. By placing them off the counter and putting them out of reach kids and young adults they won't be tempted as much to try them.

Also I am in strong support on restrictions on the sale and display of e-cigarettes. I am of age and have visited the sales kiosks. There is very high pressure at these locations to sample the product. This is why I believe we need to have age restrictions on the sale of the products BUT I also think the products should be sold in adult only stores that are not open for just anyone to walk up to. It sends wrong impressions to young people that these products are safe to use especially since the sales people continue to repeat over and over that these products are better for you than regular cigarettes.

I strongly urge you pass this bill to protect the younger generation.

Thank you for your time.

Sincerely,
Loren Amaral

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Senators:

My name is John Pimentel. I am a young adult advocate with REAL in strong support of SB 652.

I believe there need to be minimum age requirements for the sale of e-cigarettes to protect youth from becoming addicted to nicotine. Also I think you as decision-makers should take it the next step and allow that e-cigarettes be sold only in adult stores that require you to be at least 18 years old to enter.

When I visited an e-cigarette kiosk I was shocked to be told how "healthy" these vapors are. I think there is a lack of understanding by many people that this product has not been approved by the FDA or tested for the long term impact on health. Also it DOES CONTAIN NICOTINE which is addictive. We need to keep these products out of the reach of youth.

Thank you for your support of SB 652 to protect Hawaii's young people.

John Pimentel

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha Legislators,

My name is Madieson Felicilda, graduate of Baldwin High school, and Board Member of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am submitting this testimony in support of SB 652. This bill relates to something REAL has been trying to do in our communities to reduce youth access to tobacco product.

In REAL there is an OSOM Committee, which I am also a part of. OSOM stands for "Out of Sight, Out of Mind". I believe that if the tobacco products were out of sight then there will be less influence to youth here in Hawaii. The tobacco company's main target is youth because they want us to become the new customers.

Also, as you may know, currently there isn't an age restriction on E-Cigarettes. This allows anyone to purchase this type of product. A 10-year old could walk up to the kiosk/counter and purchase one of these in any mall. E-Cigarettes are flavored and are affordable. The cheapest is at about \$30 which is very price friendly for youth. The products are also available in flavors. My little cousins ask me what the E-Cigarettes are because of these flavors. It makes it seem like candy. I don't like watching my younger cousins interest in these products. Also electronics are the big thing that everyone takes interest in these days, especially youth.

It has been said that E-Cigarettes help people quit smoking and that it doesn't require the smoking of tobacco and therefore may be safer. None of these things have been proven. And the fact is that these products do contain nicotine which is addictive.

It is my opinion that E-Cigarettes are a loop hole around the smoke-free workplaces law here in Hawaii. Even if smoking an e-cigarette, it gives off the impression that smoking is still a normal and acceptable behavior.

From a different safety standpoint, there have been cases reported of small children ingesting the nicotine liquid products and they have been poisoned or almost killed.

By having cigarettes, other tobacco products, and e-cigarettes stored for sale behind the counter, it will help decrease the influence that it has on youth because usually there are products near the checkout areas. Having the tobacco products out in the open is just another manipulative tactic to recruit new, younger customers. Current tobacco users already know what brand or color they normally would purchase. So there is no need to have it out there in the open.

Thank you for your time, and I am strongly in favor of this Bill being passed. Please support SB 652.

Madieson Felicilda
Wailuku, Hawaii
REAL
bluebearsmilez@gmail.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Senators,

My name is Rose Anne Navalta and I am from Laupahoehoe, Hawaii, where I attend University of Hawaii in Hilo.

I am an active state leader with REAL: Hawaii Youth Movement Exposing the Tobacco Industry where I work to educate my generation about the ways that the tobacco industry seeks to market their deadly products to younger potential customers.

I'm asking for your support of SB 652 because I have had first-hand experience with a survey called TAAS or Tobacco and Alcohol Advertising Survey conducted by REAL. A lot of us who worked on this project have woken up to realize just how much the tobacco industry has worked to get tobacco products placed in our local community stores where they are easily accessible and highly visible. This has been proven through research to influence youth to experiment with tobacco and is more powerful than peer pressure or parental smoking.

I'm also in strong support of creating a strict age requirement for the purchase of e-cigarettes in Hawaii. Furthermore I believe we need to restrict the location of sale for these adult only products. They should NOT be in the middle of malls where youth are hanging out. I strongly believe these products are being aggressively marketed to my generation and that by saying they are a healthier alternative to smoking the retailers are not being truthful about the fact that little is actually known about the health effects of these products.

We can only do so much through education and prevention. We need your commitment to take on this issue of tobacco influence and targeting of youth in Hawaii. Please support the protection of my generation and those to come by passing SB 652 to reduce youth access to tobacco products.

Mahalo,

Rose Anne Navalta
UH Hilo Student
REAL Statewide Leader and Activist

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 652, SB1, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Senators:

My name is Silver Hunt and I am from Kauai. I am also a member of REAL in strong support of SB 652, SB1.

I strongly believe in restrictions on the electronic cigs including a minimum age of 18 years old to purchase because little is known about the health risks in consuming the vapors that are produced while using the e-cigs. Also they do contain nicotine and come in different flavors which makes them youth friendly.

I urge you to support SB 652, SB1 in placing an age restriction on these products. This will promote a healthier generation.

Thank you for your time and consideration.

Sincerely,
Silver Hunt

SB652

Submitted on: 2/19/2013

Testimony for CPN on Feb 20, 2013 09:30AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Ashley Ladi	Individual	Oppose	No

Comments: Electronic cigarettes smoke does not affect those around us. It does not contain harmful chemicals like cigarettes do. It has helped myself as well as others quit smoking.